

## ABSTRACT

In accordance with the present invention, a NSP, such as Incumbent Local Exchange Carrier (ILEC) or a Competitive Local Exchange Carrier (CLEC) can own and operate a Value-Added Service (VAS) Gateway . By means of this gateway, the NSP provides its  
5 subscribers and customers a unified access interface mechanism for them to access many NSP (or third-party provider) services. According to the invention, the VAS Gateway provides the first-stage of the subscriber's interaction capability with the NSP's domain via a unified user interface for all of the subscriber's on-line information access, data communications, service management, and vertical (value-added) services. For example,  
10 the VAS Gateway presents the subscriber with an interactive menu helping the subscriber to select an ISP, transport service or access to his/her corporate network server.